Good mood, good deed? The role of affect on residents' helping behavior

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Abstract: Previous studies have explored residents' prosocial behavior toward tourists from the economic and normative perspectives at the macro level. Few studies have investigated the impact of individuals' emotional state on prosocial behavior. That is, how would residents' emotional states impact their prosocial behavior toward tourists? An experiment was administered which revealed that: (1). Residents who are affectively aroused are more likely to help a tourist over those who are not; (2). Positive affect is more likely to impact residents' prosocial behavior compared to negative affect; (3). Female residents are more prone to exert prosocial behavior towards tourists than male residents with respect to time they contribute and the helping behavior they offer while there were no significant differences in the willingness to help, the positivity of their feelings regarding helping, and committed time to help between genders. This research examined affect as new antecedent of prosocial behavior in the tourism context. Theoretical and practical implications for making destinations more tourist-friendly are discussed.

Key words: Affect; prosocial behavior; residents; tourists

1. Introduction

Recent studies contended that modern tourists are becoming more interested in interacting with the local people and experiencing the "real life" culture(Marschall, 2012; Yang, 2011). However, tourism development across the world has faced challenges in host–tourist relations. Residents in a multitude of destinations are brewing an anti-tourist climate by lashing out at tourists and creating a hostile environment that tourism officials are striving hard to cope with(Dioko, 2017).These issues could ultimately generate a series of side effects, such as diminishing the nature of tourists' memorable experiences at a destination, damaging the destination brand image, reducing the visitation intention of tourists, and further hindering the sustainable development of tourism development (Jacobsen, Iversen, & Hem, 2019; Tung & Ritchie, 2011; Yoon, GÜRSOY, & Chen, 1999). Previous studies have elucidated that fostering intimate and welcoming resident–tourist relations is of significance for tourism development (Woosnam & Aleshinloye, 2013; Woosnam, Norman, & Ying, 2009). Given this, it calls for a research agenda to seek strategies that potentially enhance residents' hospitable and prosocial

behaviors toward tourists given tourists' dependent nature on residents.

Two major sources of prosocial behavior dispensed by residents toward tourists can be identified from the previous literature, which are exchange relationship(Coulson, MacLaren, McKenzie, & O'Gorman, 2014; Maruyama, Keith, & Woosnam, 2019), and normative expectation(Cavelzani, Lee, Locatelli, Monti, & Villamira, 2004; Xiong, Wang, Yang, & He, 2021), respectively. As one of the most frequently used theory, Ap (1992) proposed that the essence of Social Exchange Theory (SET) is the exchange of resources between individuals and groups. In this vein, residents extend their prosocial behaviors toward tourists in exchange for visitors' satisfaction, word-of-mouth, and revisitation for economic gains. The exchange relationship argues that prosocial behavior would be extended on condition that residents consider receiving more benefit than the cost they have allotted brought forth by tourism development. However, SET is more based on repeated exchanges among individuals. Thus, the calculation of gain and loss has been questioned as resident-tourist interaction is considered as one-shot or short-shot encounter and each individual resident may not expect further exchanges(Fennell, 2006). Given this, the normative expectation perspective is utilized to supplement the SET since prosocial behavior concerns morality(De Groot & Steg, 2009). In general, people are rule followers(Messick, 2000), which means that individuals are likely to conform to the normative prescribed behavior, exemplified by prosocial behavior, albeit the consideration of benefit and cost. To be specific, the social responsibility norms prescribe that people should respond to those who are in distress without regard to their personal gains.

However, both perspectives of SET and Social norms are macro explanations related to extrinsic motives and overlook the intrinsic motivation of the actors themselves. For individuals, it is contended that the general goals to dispense prosocial behavior is to "feel better about themselves" (Cialdini et al., 1997). This kind of motivation is associated with the emotional state of the self(Aknin, Van de Vondervoort, & Hamlin, 2018). There are a large body of knowledge on how individuals' emotional state impact their prosocial behavior in social psychology (e.g., Vandebosch, Vranjes, Baillien, & De Witte, 2019; Schacter & Margolin, 2019; Snippe et al., 2018). However, little research has been found in the tourism context particular with respect to resident-tourist interaction. Thereby, this study aims to fill this gap by investigating the impact of emotional state on residents' prosocial attitudes and behaviors

towards tourists. The impact of emotional state at the micro-level for individual residents would be examined to render a new perspective of prosocial behavior in the tourism context.

2. Literature Review

The study of emotions, moods and affect is collectively referred to as affective phenomena. In studies on the structure of affect, positive and negative affect has surfaced as two dominant yet independent dimensions. According to Watson, Clark, and Tellegen (1988), positive affect (PA) is linked to the degree of feelings like enthusiasm, activeness, and alertness. High PA presents an emotional state of high-level energy, concentration, and pleasurable engagement, whereas low PA is characterized by sadness. By comparison, negative affect (NA) suggests subjective distress and unpleasant engagement that entails a variety of negative mood states. Apart from categories of valence, two aspects of affect from different resources are also distinguished as dispositional affect and situational affect (Lyubomirsky, King, & Diener, 2005). Dispositional affect refers to stable tendencies to experience positive affect across various situations, which derives from biological process. State affect refers to reactions to specific events, which varies in different situations.

Mood Maintenance Theory(Isen, 1987; Isen & Patrick, 1983) contends that both positive and negative affect positively impact prosocial behavior. Specifically, the intention to engage in prosocial behavior among people in distress would consider their increased prosocial behavior as an instrumental response to dispel negative mood states. The “negative state relief hypothesis” assumes that prosocial behavior is a technique through which unpleasant feelings that goes with negative affect can be reduced. For instance, people who feel guilty will try to reduce guilt and restore their self-worth by acting pro-socially, or people try to compensate for their negative feeling by doing good deeds. Furthermore, prosocial behavior not only softens a bad mood, but also sustains a good mood. A resident may gain the positive moods through helping tourists, such as easing their conscience, feeling good about themselves after helping, increasing their self-esteem, an earning social approval. A positive mood can, in turn, contribute to positive thoughts, which would eventually leads to positive behavior (Berkowitz, 1987; Sawyer et al., 2021; Snippe et al., 2018). Based on the impact of both positive affect and negative affect, this research proposes that:

H1: Residents who experience affect arousal are more likely to perform prosocial behavior towards tourists over those who are not affect aroused.

With respect to the varying extent to which the impact of affective valence (i.e., positive & negative) on the prosocial outcome, specifically, what kind of affect has a more profound impact on people's prosocial intention and actual behavior? The evidence from previous studies are ambiguous in various contexts. Positive affect is demonstrated to be more effective in facilitating prosocial behavior in the organizational behavior (Kelley & Hoffman, 1997), in the social learning and problem solving(Isen, 2004), and in the retailing (Cavanaugh, Bettman, & Luce, 2015). However, compared with positive affect, some streams of studies contend that negative affect has a stronger and deeper impact on prosocial behavior as negative affect are more connected with moral emotions, such as guilt which greatly predicts prosocial behaviors(Zhang et al., 2017). According to the asymmetry of affective adaptation(Tangney, Stuewig, & Mashek, 2007), bad has stronger impact than good. Considering the resident-tourist interaction is transient and superficial nature among individuals involved, it is rarely possible to generate enduring emotions. Hence, positive affect is more likely to be effective than negative affect in facilitating residents to extend their prosocial behaviors towards tourists spontaneously. Besides, the occurrence of prosocial behavior in the affective framework reacts strongly to changes in moods and to the atmosphere of the situation in terms of friendliness. Hence, it can be postulated that residents who are in a good mood are more likely to have positive thoughts about tourists, and they are also more likely to elicit positive actions towards tourists. As such, the following hypothesis is forwarded:

H2: Residents who demonstrate positive affect may report a higher willingness to perform prosocial behavior towards tourists over those who experience negative affect.

3. **Method**

Design

The study adopted a pretest and posttest experimental design. Participants' dispositional affect was pre-tested by asking them against the self-rate Positive Affect Negative Affect Scale (PANAS) based on their last 12-month experience, whereas their state affect was post-tested after priming by asking participants to indicate the intensity to which their feelings were right

after the priming procedure.The independent variable is affect and the outcome variable is helping intention and behavior.

Participants

Eighty university students who are local Guangzhou residents were recruited as participants with equal gender distribution among participants, with mean of age of 20.5. After the experiment, valid data from 75 participants were obtained (38 male, 37 female; mean age= 20.79 ±1.31). Prior to the formal experiment, participants were informed that the results of the experiment would be used for academic research only, and the results would be anonymous and presented in an aggregated way. After obtaining consent of the participants, the experiment was conducted

Procedure

Participants were randomly assigned to one of three groups, which were PA (positive affect) group, NA (negative affect) group and control (or neutral affect) group. After randomly assigning participants into three groups, they were asked to complete the PANAS self-evaluation scale, social desirability scale and provided their personal information (i.e., age and gender). Then, the three groups were requested to view a 15-minute pre-selected video to prime their affective states. To be specific, participants in the PA experimental group were arranged to watch a video of a Cantonese show to celebrate a Chinese New Year festival (to stimulate positive affect); participants in NA experimental group watched a video of the Nanjing holocaust (to stimulate negative affect); participants in neutral affect or control group viewed a video of a teaching program for robotic design. The priming procedure was based on video stimulus that was suggested by Van Steenbergen, Band, and Hommel (2010) to eliciting participants' either positive or negative affect. After watching the videos and to check successful manipulation of the independent variable, all participants were requested to report their state affect again based on PANAS self-rating scale.

To measure the impact of affect on the dependent variable (prosocial attitudes and behavior), participants were asked to respond to a scenario-based stimulus with instruction, as follows:

There was a researcher who just visited Guangzhou for the first time so he knew nothing about Guangzhou City. This researcher intends to travel in Guangzhou for the next two days thus he needs to stay in a hotel. The preferred location for the hotel should be near Canton Tower with the price range between 200 and 300 RMB per night for a single-bed room. Would you help the researcher search the desirable hotels?

Participants then were requested to self-report their willingness to help, the positivity of helping, and the number of minutes they are willing to get involved in help on questionnaires. After collecting questionnaires, participants were further requested to search hotel information on their phone and make a checklist of hotels they would recommend to tourists with captured visual information of the hotels. Behavioral measures of amount of time spent on helping and number of qualified hotels were documented by the researchers. No specific gender of the researcher tourist was specified in order to avoid the skewness of judgement by the same-sex or opposite-sex effect. The experiment was conducted in Chinese.

At the end of the experiment, post-experimental questionnaires were dispatched to all participants to evaluate that participants in all conditions understand the situational and instructional demands. After completing the experiment, each participant was given a small token to appreciate their efforts in the experiment. The whole procedure of the experiment is as Figure 1.

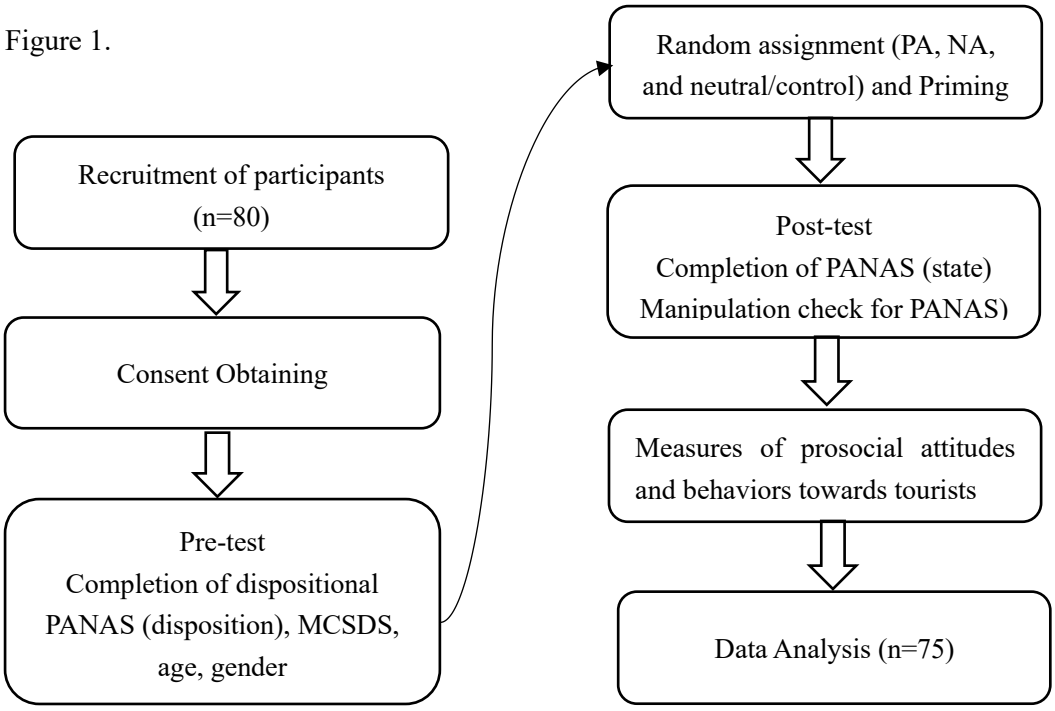

Figure 1: Procedure of the Experimental Design

Instrument

PANAS. The measure of positive and negative affect was based on PANAS developed by Waston, Clark and Tellegen (1988) with the two sub-scales of PA and NA, each including 10 adjectives to describe affective state. Participants self-reported the extent to which the intensity of positive affect (e.g., "interested", "excited", "enthusiastic") and negative affect (e.g., "nervous", "afraid", "distressed") before and after watching videos. Specifically, this instrument uses a 5-point Likert scale anchored by 1=not at all or slightly and 5= extremely.

Prosocial Attitudes and Behaviors to Tourists. The measurement of the dependent variables was adapted from a study conducted by Pandey and Griffitt (1974) on generic helping behavior with modification to fit the residents-tourists interaction scenario within tourism context. It is composed of both measures of attitudes with 3 items and behavior with 2 items. Among the five indicators, willingness to help, positivity about the helping behavior were based on five-point Likert measurement (1=not at all or slightly, 5= extremely). For the amount of committed time to help, the actual time of their help and number of helpful results were recorded based on the objective figures.

Control Variables. In addition to age, gender and dispositional affect, the experiment also controlled for social desirability using the short version of the Marlowe-Crowne Social Desirability Scale (MCSD) developed by Crowne and Marlowe (1960). Items like "There has never been a person that I really disliked", "I am always willing to admit it when I make a mistake." were rated based on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Given that all participants were Chinese, all items were translated into Chinese by two English translation major postgraduate students, and a further feedback check and minor revision was obtained from two experts to improve the ease of understanding and translation accuracy.

4. Results

The number of participants in the experimental group, and means and standard deviation in the three priming conditions are presented in Table 1.

Table1: The Before- and after-treatment (priming) results (M ± SD)

Priming	n		Pre-Test		Post-Test	
	Male	Female	PA	NA	PA	NA
PA	14	11	1.84 ±.64	1.93 ±.43	2.90 ±.57	1.99 ±.34
NA	14	11	1.92 ± .59	1.80 ±.62	2.16 ±.52	2.68 ±.58
Neutral	13	12	1.61 ±.46	1.77 ±.53	1.76 ±.43	1.73 ±.45

Manipulation Check

The positive affect reported by participants in the PA experimental group was significantly greater than in the NA experimental group (M_{PA} = 2.90, SD_{PA} =.57 ; M_{NA} = 2.16, SD_{NA} =.52, $t_{(48)}$ = 4.81, p < .001; 95% CI = [.43, 1.05]). Similarly, the negative affect reported by participants in the NA experimental group is significantly higher than in the PA experimental group (M_{PA} = 1.99, SD_{PA} =.34 ; M_{NA} = 2.68, SD_{NA} =.58, $t_{(48)}$ = − 5.12, p < .001; 95% CI= [− .95, − 0.42]). As for neutral group, there was no significant difference (P >.05). Hence, the manipulation is effective in activating participants' either positive or negative affect.

Hypotheses validation

The Cronbach α in the PANAS was .84 for pre-test and .84 for post-test. Social desirability had a Cronbach α of .81. Results suggested acceptable reliability for measurement instruments.

The means of measures of helping consisting of verbal and behavioral dimensions across PA/NA conditions are shown in the table 2. With respect to attitudinal measures, it was evident that participants expressed stronger willingness, greater positivity of feelings toward helping tourists, and committed more time when experiencing positive affective arousal than who experienced negative affect activation. Besides, participants in either the PA or NA group demonstrated a greater affiliative attitudes towards tourists compared to those who were in the control group. Regarding behavioral measures, participants in the PA group spent more time searching the information than in the NA group, whereas participants in the control group demonstrated the lowest degree of helping behavior.

Table 2: Means of Helping Variables as a Function of Affect Valence to recipients (n=75)

	Treatment of affective arousal **(M ± SD)**		
	Positive	Negative	Neutral
Attitudinal Measures			
-Willingness to help	3.47± 1.08	2.76±0.65	2.58±0.62
-positivity of feelings regarding helping	3.16±0.89	2.96±0.53	2.56±0.81
-number of minutes committed	22.20±3.56	17.40±2.55	13.00±2.50
Behavioral Measures			
-number of minutes spent helping	19.12±3.38	16.84±3.30	11.32±1.60
-number of hotels searched	3.76±0.78	3.16±0.75	2.08±.50

After controlling age, gender, social desirability, dispositional affect, results from one-way MACOVA revealed that salient differences did exist across different treatment conditions(F = 14.85, Wilks' λ =.21, p < . 001, η_p^2=. 54), specifically, on willingness ($F_{(2,67)}$=7. 51, p < . 01, η_p^2 =. 18), positivity of feelings regarding helping($F_{(2,67)}$= 3. 67, p < . 05, η_p^2 =. 10), time committed to help ($F_{(2,67)}$= 61. 09, p < . 001, η_p^2=. 65), time spending on helping ($F_{(2,67)}$= 55. 53, p < . 001, η_p^2=. 62) and number of hotels searched ($F_{(2,67)}$=48. 20, p < . 001, η_p^2=. 59).

The post-hoc analysis further demonstrated that among the behavioral outcome variables of number of minutes spent on helping and number of hotels searched and the attitudinal measure of time committed to help, participants in PA group demonstrated a highest degree of help than participants in negative group and control group sequentially. H1 and H2 were both supported in behavioral measures. However, in terms of two other attitudinal measures (i.e., willingness to help, positivity of feelings regarding helping), both hypotheses were not fully supported. To be specific, in terms of willingness to help, the PA group participants reported a significantly higher degree of helping than participants in the NA group and in control group yet no significant difference between NA and control group was found. Thus, H2 was supported yet H1 was unsupported for Willingness to help. With respect to the positivity of feelings

regarding help, participants in PA group expressed more positive feeling about helping compared to those in control group; further, no significance can be found neither between PA and NA nor between NA and control group. Hence, both H1 and H2 were not supported for the positivity of feelings regarding helping.

To summarize, H1 and H2 are supported for the behavioral measures and partially supported in attitudinal measures.

Table 3. Post-hoc Analysis of Affective Arousal on Measures of Helping

	Affect (I)	Affect (J)	Mean Difference (I-J)	Confidence Interval (95%)
Willingness to help	positive	negative	0.69*	[0.21, 1.16]
		neutral	0.86*	[0.39, 1.33]
	negative	neutral	0.18	[− 0.31, 0.66]
positivity of feelings regarding helping	positive	negative	0.18	[− 0.27, 0.62]
		neutral	0.59*	[0.15, 1.04]
	negative	neutral	0.42	[− 0.04, 0.88]
number of minutes committed to help	positive	negative	4.74*	[3.04, 6.44]
		neutral	9.38*	[7.69,11.08]
	negative	neutral	4.65*	[2.91, 6.38]
number of minutes spent helping	positive	negative	2.18*	[0.61, 3.74]
		neutral	8.04*	[4.48, 9.60]
	negative	neutral	5.86*	[4.26, 7.47]
number of hotels searched	positive	negative	0.56*	[0.20, 0.93]
		neutral	1.75*	[1.39, 2.11]
	negative	neutral	1.19*	[0.82, 1.55]

* $P < .05$

It was also found that participants spent less time than they committed under all conditions. This discrepancy was significantly the greatest in the PA group than in control group and least in the NA group, with mean differences of 3.08, 0.56, and 1.68, respectively.

Results also showed that age (F =. 43, Wilks' λ =0.97, *ns*, η_p^2= .03), social desirability (F =0. 15, Wilks' λ =.99, *ns*, η_p^2= .01), dispositional positive affect (F =. 42, Wilks' λ =.98, *ns*, η_p^2= .03), dispositional negative affect (F =. 26, Wilks' λ =.98, *ns*, η_p^2= .02) didn't significantly impact on attitudinal and behavioral measures of helping tourists. In terms of gender, it didn't significantly attitudinal measure: willingness to help (F =. 16, *ns.*, η_p^2 =. 00), positivity of feelings regarding helping(F =. 83, *ns.*, η_p^2=. 01), time committed to help (F= 1. 94, *ns.*, η_p^2=. 03). However, gender significantly impacted the number of minutes spending on helping (F= 11. 34, p < . 001, η_p^2=. 15) and number of hotels searched (F=15. 18, p < . 001, η_p^2=. 19). Results from multiple comparison demonstrated that female participants spent more time on helping (P < .001. CI = [2.99, 6.38]), and searched more hotels (P < .001. CI = [.81, 1.53]) than male participants.

It thus can be found from the hypotheses validation:

(1). Residents who are affectively aroused are more likely to help a tourist over those who are not;

(2). Positive affect is more likely to impact residents' prosocial behavior compared to negative affect;

(3). Female residents are more prone to exert prosocial behavior towards tourists over male residents with respect to time they contribute and the helping behavior they offer while there is no significant difference in the willingness to help, the positivity of their feelings regarding helping, and committed time to help between genders.

(4). There is mixed conclusion for residents' attitudes towards helping tourists.

(5). The actual helping behaviors residents would offer to tourists are less than what they have committed (attitudes) under either the affective aroused situation and no emotionally neutral condition.

Lastly, participants from all conditions reported that there was no demanding requirement regarding whether helping should be expended to tourist in the experiment through the examination of the post-experimental analysis.

5. Discussion and Conclusion

The study clearly implicates affect as a facilitator of residents' prosocial behavior. The

findings suggest a positive relationship between affect and prosocial behavior for both attitudinal and behavioral measures of helping, which is consistent with positive role of emotion in the prosocial behavior as aforementioned. Though there are a lot of studies in social psychology that have investigated the role of affect in impact prosocial attitudes and behavior, little has been researched in the tourism context. This study thus aims to investigate whether residents' affect would impact their prosocial behavior toward tourists and the distinction of affective valence (positive vs. negative) on their willingness and behavior to help tourists. The findings also replicate the positive role of affect on prosocial behavior in the tourism context scenario.

However, as both positive and negative affect are state orientated this suggests it is fickle as the change is unpredictable. It thus can be postulated that changes in mood have a considerable influence on an individual's prosocial behavior; and the behavior of others that trigger one's negative affect could diminish the likelihood of an individual's prosocial behavior or even increases antisocial responses. As pointed out by Lindenberg (2006), irritability or general unfriendliness could quickly reduce the willingness of others to behave pro-socially.

The implications of this research are three-fold; the theoretical, practical as regard to DMO's strategies to craft prosocial appeal in destination and practical as regard to tourists' interaction with residents. Theoretically, the findings of this research add to the stream of existing studies on the effects of affect on prosocial behavior in host-guest interaction. To be specific, it renders a new perspective and enriches this body of knowledge by highlighting the micro-level affective impact, which enhances the previous studies that mainly focused on the macro-level explanation such as Social Exchange Theory. The results of this research also extend the applied scenario of the impact of emotional states on prosocial behavior in the social psychology domain. Practically, the implication derived from this research contributes DMOs to manage resident-tourist relationships by connecting the knowledge of affect arousal to foster a prosocial culture in the destination. For instance, DMOs could craft prosocial appeal in their social marketing campaign by means of eliciting good mood for residents perceptions on prosocial behavior, such as highlighting residents' altruistic value in helping tourists, projecting a competent and warm image for residents who act pro-socially to tourists, recognizing their contribution to the community, and offering awards to them in public.

This study also reveals significant implications for tourists themselves. Since this study demonstrates that both positive and negative affect can increase residents' prosocial behavior over those who are not affectively aroused, it is assumed that a tourist could elicit residents' affective response strategically when in need of help. For instance, tourists could approach residents with respect and express their gratitude for the hospitality experienced in the destination to boost a positive emotion with residents, or they can sincerely express the distress they are experience to gain empathy from residents.

6. Limitations and Future Research

The following limitations for this study open opportunities for future research: 1). This experiment explores the influence of affective states on prosocial behavior in the tourism context from the affective valence perspectives: positive, negative, and neutral. Recent studies have shown that the same valence yet different specific affect may have different impact on prosocial behavior. For instance, Cavanaugh et al. (2015) elucidated that four types of positive emotions of love, hope, pride, and compassion all induce prosocial behavior, yet only love induces prosocial behavior toward distant others. Future research can specifically investigate the impact of differentiated emotions within the same valence; 2). This laboratory-based experiment brings out concern arising from experiment design itself, that is, the estimate obtained from the experiment might not be externally valid and sufficiently generalized as the control for internal validity may jeopardize representativeness of the results. A future study could examine the relationship with different populations, settings, or a field study could be considered to enhance external validity; 3). In order to boost the authenticity of the helping needs, the tourist is given a specific identity as a researcher in seek of a favor instead of a situation-based examination of helping intention toward a random tourist. However, it may bring another potential problem that the identity of the recipient might motivate participants to be more pro-socially as a research might be treated with more esteem. A future study could depersonalize tourist either in a quasi or field context to avoid this potential impact. 4). There may exist same or distinctive mechanism in the relationship between positive/negative affect and prosocial behavior. For instance, participants in the NA group might be in an introspective mood that would impede them to act pro-socially than PA group. Future studies could

investigate how positive affect and negative affect take effect in impacting prosocial behavior. 5). Pro-social behavior consumes time and energy for the actors. The resident-tourist encounter is widely regarded as one-shot, momentary, or superficial interaction, which indicates that tourists and residents are more likely to remain strangers after a short-term encounter. Consequently, residents who offer to help may not be able to receive reciprocity from tourists. Receiving prosocial behaviors from residents are often elucidated in memorable experiences of tourists, despite the apparent disadvantaged interaction condition. As a result, motivations underlying residents' prosocial behavior can be further identified to increase the likelihood of their prosocial behavior toward tourists. Besides, situational factors, cultural norms, and the urgency of the condition, strongly influences the relational model in a helper-recipient dichotomy. The experimental design may not simulate the authentic host-guest interaction with regard to task complexity, time availability, urgency, bystanders, etc. Future studies could consider including situational cues to test if the result of this study can be supported, to advance the predictability of prosocial behavior occurrence in a resident-tourist interaction scenario.

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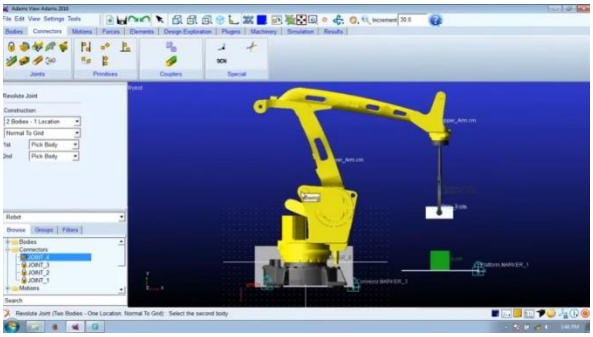
Appendix

Social Desirability Scale
1.There has never been a person that I really disliked.
2.I am always willing to admit it when I make a mistake.
3.I always try to behave as I say one should.
4.When I don't know something I don't at all mind admitting it.
5.I am always courteous, even to people who irritate me.
PANAS
PA (interested; excited; enthusiastic; strong; proud; alert; inspired; determined; attentive; active)
NA (Distressed; Upset; Guilty; Scared; Hostile; jittery; irritable; ashamed; nervous; afraid)
Priming (screenshot of videos)
 PA priming
 NA priming
 Neutral emotion priming